

CAREER NOTES

By Dick Bradow, PGA Career Consultant

Occasionally in talking with PGA Professionals or attending PGA section meetings, we hear the question "What does the PGA do for me?" It's understandable how some PGA Professionals who are busy with their jobs and daily responsibilities might not be fully aware of all the programs and services the PGA of America makes available to them.

Currently the PGA is focusing member programs and strategic initiatives on four primary areas:

- Employment
- Education
- Research
- Player Development

These programs are all designed to help PGA Professionals develop and enhance their careers; improve their skills and knowledge; manage their business; promote themselves; enhance their job security; increase their income; and grow participation in the game. Information on nearly every PGA program can be found on www.pgalinks.com. Here is a summary of what is available to you:

Employment

The PGA provides a comprehensive list of employment services, programs, and resources to help PGA Professionals with their careers, including:

- CareerLinks** – the PGA's award winning employment referral service for management level jobs
- CareerNet** – the PGA's resume and job posting website for non-management jobs
- Career Consultants** – available to assist with career counseling, job search strategy, resume critiquing, interview preparation, negotiating techniques, and more
- Sample job descriptions** – samples for many PGA job titles are available
- Performance review materials** – an easy to use evaluation form is available
- Career Fitness Manual and Job Hunter's Tool Kit** – a wealth of information on career planning, protecting your job, dealing with a job loss, job search and networking strategies, resumes, cover letters, interviewing, negotiating, retirement planning, and more
- PGA Compensation Study** – provides national and sectional data by position, facility type, fee structure, and other compensation components
- Wage & Hour Manual** – specific information tailored to the golf industry on minimum wage and overtime provisions, child labor laws, recordkeeping and reporting requirements, and independent contractor status
- PGA Wage and Hour Consultant** – complimentary assistance available to PGA Professionals (Gerald Stefanick, 800-338-1436)
- Management Styles Assessment** – provides PGA Professionals with a detailed personal development plan and helps them understand and improve how they make decisions and interact in various situations
- Annual Accomplishments Report** – new tool to help PGA Professionals create a professionally formatted report highlighting annual accomplishments to their employers
- Verifications, Inc.** – the PGA's recommended provider of pre-employment screening and background checks

Education

The PGA has developed the Certified Professional Program to help PGA members acquire key competencies to meet the needs of employers and to recognize PGA members as the best trained and most skilled professionals in the golf industry. The CPP is a cost effective online program that can improve your skills and knowledge, enhance your professional and career growth, make yourself more valuable to your employer, and make yourself more marketable for future jobs. It can also give you a great sense of personal accomplishment.

In addition, the PGA offers a number of additional no cost online education programs, all available on the Education Center of PGALinks.com.

Research

PGA PerformanceTrak provides PGA Professionals and their employers with data and information to help them manage and evaluate their business operations. PerformanceTrak data input and reports are available on PGALinks.com and are provided at no cost to PGA facilities. All data is confidential, and a variety of

standard and custom reports are available, including rounds played, merchandise sales per round, total revenue per round, and food and beverage revenue per round. In addition, PerformanceTrak includes a Facility Operations Survey, Golf Course Financial Model, and Best Practices resource center.

Player Development

To assist PGA Professionals with growing participation in the game and increasing rounds and revenues at their facilities, the PGA of America provides a variety of programs and resources under the Play Golf America banner, including:

- Resource Center and Program Tool Kit
- Ideas Book – proven ideas for attracting new golfers, increasing adult play, increasing revenues, pace of play programs, etc.
- Link Up 2 Golf, Family Golf Month, Women’s Golf Week, Take Your Daughter to the Course Week, First Swing Golfer’s Guide, and more

Additional Member Benefits

The PGA offers many additional programs and benefits to PGA Professionals, including:

- Golf Retirement Plus – regardless of your employment or golf shop ownership situation, there are a number of ways this program can build income for your retirement
- Personal and business vendor partners – special programs and discounts from Pepsi, Gatorade, Aquafina, Lipton, Amstel Light, OfficeMax, Nikon, Delta, Hyatt Hotels, General Motors, Alamo and National Rental Car, Premier Golf, Liberty Mutual, Bauer International, and more
- PGA Insurance Advantage – competitive insurance coverage for auto, golf shop, professional liability, disability, major medical, homeowners, long term care, term life insurance, and more
- PGA Trade-in Network and Value Guide – helps PGA Professionals sell and liquidate equipment and establish pricing on used clubs
- PGA Scholarship Program - provides college scholarships for children and grandchildren of PGA members
- Playing opportunities, including the new McGladrey Team Championship
- PGA Credit Union
- Financial Assistance Programs
- Complimentary tournament and event access

If you are not currently taking advantage of some of these programs, I would encourage you to learn more about them PGALinks.com. Please don’t hesitate to contact me if I can be of assistance.

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